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Music Marketing: Press, Promotion, Distribution, And Retail



Synopsis

(Berklee Press). Berklee expert speaks on how to market and distribute your songs and group. Sell more music! Learn the most effective marketing strategies available to musicians, leveraging the important changes and opportunities that the digital age has brought to music marketing. This multifaceted and integrated approach will help you to develop an effective worldwide marketing strategy. Step by step, you will develop an active marketing plan and timeline tailored to your unique strengths and budget. You will learn to time your marketing campaign effectively, publicize your music to traditional print outlets and emerging online opportunities, understand the current opportunities for online, satellite, and terrestrial radio play as well as navigate various retail and distribution options, both at brick-and-mortar and online options, such as iTunes, Rhapsody, and other services.

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Customer Reviews

I am going to start by saying that "Music Marketing: Press, Promotion, distribution, and Retail" by Mike King is a very informative book. The book lays out, in some detail, ways to achieve success in the music business through the various outlets available to bands these days. The book doesn't strongly emphasize any particular avenue or approach, but does give a fair amount of do's and don'ts that can really be helpful to bands trying to break through to the next level. However, this book is not for the fly-by-night reader. I would venture to say that a typical band member picking up this book and trying to grasp the concepts in it, would be pretty hard pressed. Most of the stuff in this book seems to be designed from the perspective of a publicist, marketer, or music business insider.

While this does work on many levels and gives some great insight into areas a band may never think of, the reading is more in-depth than I would have ever cared to endure when I was in a band. Even as a Marketing major, some of the concepts in this book are a little beyond my grasp. The book has a heavy lean toward the Boston-area (which is where the book was published, incidentally.) It's not that big of a deal, but I mention it because the music scenes vary from one city to the next and a city-centric focus may be off-putting to some readers. The book also has a much heavier focus on bands that have already kind of established themselves and are trying to make it to the next level or get signed. So, I would caution brand new bands from picking this book up. Furthermore, many of the concepts in this book cost a lot of money with little focus on guerrilla tactics of marketing. A band could get a few key components from this book, however.

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